

Expectations for Public Service Announcement

Voice pacing

The pace (rhythm and voice punctuation) fits the story line and helps the audience really \ "get into\" the story

Credits

The PSA has appropriate credits for all images/video/music. Credits name the creator (you) and the title of the book you read (with bibliographic information)

	Category	Excellent	Good	Fair
Audience	Awareness of audience	Strong awareness of audience in the design. The script, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. The script, audio and graphics chosen somewhat fit the target audience.	Some awareness of audience in the design. It is difficult to see how the script, audio and graphics chosen somewhat fit the target audience.
Topic	Dramatic question	The dramatic question posed at the end of the PSA provokes deep critical thought about the world we live in, and our part in it.	The dramatic question posed at the end of the PSA provokes some critical thought about the world we live in, and our part in it.	The dramatic question posed at the end of the PSA does not provoke much critical thought about the world we live in, and our place in it.
Multimodal Composition	Voice consistency	Voice quality is clear and consistently audible throughout the PSA.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the PSA	Voice quality is clear and consistently audible through some (70-84%) of the PSA.
	Soundtrack Emotion	Music stirs a rich emotional response that well matches the message of the PSA.	Music stirs a rich emotional response that somewhat matches the message of the PSA	Music is ok, and not distracting, but it does not add much to the story.
	Images	Images create a distinct atmosphere or tone that matches different parts of the PSA. The images communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the PSA. The images communicate symbolism and/or metaphors	An attempt was made to use images to create an atmosphere/ tone but it needed more work. Image choice is logical.

Rubric

Grade	Points Awarded	Combination																		
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